

Overview

PSI/HAITI commenced PROMARK project activities in May 2009 following signature of the contract with USAID in April and participation in the project kick-off meeting with key PSI and USAID project personnel on May 27th. The total project period is three years from April 2009 through April 2012 with the possibility of an extension for two additional years subject to PSI's performance and the availability of funding. The primary goal of the PROMARK contract it is to reinforce social marketing as a viable strategy to improve the health of Haitian people, by promoting healthy behaviors through behavior change communication (BCC), health product promotion and sales strategies.

PROMARK activities will not only reinforce the distribution of socially marketed products but will also promote the adoption of safe behavior through behavior change communications messages and campaigns in the three health areas targeted by the project: HIV/AIDS, family planning and child survival. Products socially marketed by the project are:

- For HIV: male condom (PANTE) and female Condom (REYALITE)
- For Family Planning: the injectable depo-provera (CONFIANCE) and the combination oral contraceptive pill (PILPLAN)
- For Child Survival: oral rehydratation salt (SEL LAVI) and the product to treat household water (DLO LAVI)

Project activities are nationwide with a particular focus on expanding access to health products and information in areas outside of Port-au-Prince and in rural communities. In order to increase the reach of communications and outreach activities, PSI has sub-contracted two partner organizations which will specifically implement community based training and IEC activities under PSI supervision and technical guidance. Project partners and areas of intervention are:

- FOSREF will cover five departments the North, North-west, Nord-east, Artibonite, Grande Anse and the Metropolitan area and south side of the west's department.
- The consortium Christian AIDS and POZ will cover fours departments: The South, The south-east Nippes and the North side of the west's department from Source Matelas to Arcahaie.

This project will focus on reaching the following target populations:

HIV: Youth, commercial sex workers (CSW) and PLWHA.

Family planning: All women of reproductive age 15-49 years old and their partners.

Child Survival: Caretakers responsible for children under five years of age.

OBJECTIVES:

The project objectives are as follows:

- Increase informed demand for the products through branded and behavior change communications by focusing efforts on the significant drivers of behavior for each selected target audience identified through quantitative and qualitative research.
- Expand the reach of the current PSI programs and activities into rural areas, while targeting those most at risk.

PSI October 2010 – September 2011 Annual DATA

Objective	HIV AIDS PREVENTION	Program Area	Health			
Program Element		IEC/CCC : Programs for Specific groups				
Standard Indicators			2011 Target	2011 Results	2012 Target	
1. Number of individuals reached through community outreach that promotes HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful			169,500	153,655		
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (90.6%)						

Objective	HIV AIDS PREVENTION	Program Area	Health			
Program Element		IEC/CCC : Programs for Specific groups				
Standard Indicators			2011 Target	2011 Results	2012 Target	
2. Number of individuals trained to promote HIV/AIDS prevention through other behavior change beyond abstinence and/or being faithful			383	538		
Deviation Type: (required if 10% above or below target)						

Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)

(140%)

PSI and Partners had more training session than scheduled because the project lost so many peer educators from its network after the cholera epidemic for many reasons but the more consistent is the fact that other partners involved in the cholera epidemic response which need more people for their activities get our trained personnel based on proposed salaries. So we had to replace them.

Objective	HIV AIDS PREVENTION	Program Area	Health			
Program Element		Prevention: Condom sold				
Standard Indicators			2011 Target	2011 Results	2012 Target	
3. Number of male condoms sold			4,000,000	2,202,240		
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (55%) PSI conducted a comprehensive analysis and revised its sales and distribution strategy following the earthquake in late 2010 and early 2011. In response to findings PSI developed a revised sales and distribution strategy which included updating the look and positioning of Pante condoms. The new sales and distribution strategy was launched in February of 2011, however PSI encountered some delays in the approval from USAID for procurement of new packaging and placement of mass media spots which PSI believes has had a negative impact on sales. On a positive front, PSI notes that sales data for condoms has increased consistently each quarter with the introduction of the revised sales and distribution strategy in February of 2011 and has received approval for the planned mass media activities as from October 2011.						

Objective	HIV AIDS PREVENTION	Program Area	Health			
Program Element		Prevention: Condom sold				
Standard Indicators			2011 Target	2011 Results	2012 Target	
4. Number of female condoms sold			50,000	48,960		

Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (98%)					
Objective	PLANNING FAMILIAL	Program Area	Health		
Program Element					
Standard Indicators			2011 Target	2011 Results	2012 Target
5. Number of oral contraceptive units sold			300,000	500,000	
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.) (166%) After discussion with its COTR, PSI revised targets for FP products downwards to reflect the market after the earthquake. A faster market recovery and strong focus on FP activities, including the launch of the revised packaging and positioning in July 2011, appear to have contributed to strong sales.					

Objective	PLANNING FAMILIAL	Program Area	Health			
Program Element						
Standard Indicators			2011 Target	2011 Results	2012 Target	

6. Number of injectable contraceptive units sold		75,000	187,800		
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(250%)					
After discussion with its COTR, PSI revised targets for FP products downwards to reflect the market after the earthquake. A faster market recovery and strong focus on FP activities, including the launch of revised packaging and positioning in July 2011, appear to have contributed to strong sales.					
Objective	PLANNING FAMILIAL	Program Area	Health		
Program Element					
Standard Indicators		2011 Target	2011 Results	2012 Target	
7. Number of people receiving information about Family planning through IPC		160,800	231,800		
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(144%)					
PSI had a better year in term of IPC activities; most of the network composed of the support groups were in place at the beginning of the year and PSI placed an emphasis on conducting as many activities as possible to make up for time lost immediately following the earthquake.					

Objective	PLANNING FAMILIAL	Program Area	Health			
Program Element						
Standard Indicators			2011 Target	2011 Results	2012 Target	

8. Number of people trained in Family planning		383	500		
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(130%) PSI and Partners had more training session than scheduled because the project lost so many peer educators from its network after the cholera epidemic for many reasons; but the more consistent is the fact that other partners involved in the cholera epidemic response which need more people for their activities get our trained personnel based on proposed salaries. So we had to replace them. Our peers for FP are also trained for Child survivor and hygiene.					
Objective	PLANNING FAMILIAL	Program Area	Health		
Program Element					
Standard Indicators		2011 Target	2011 Results	2012 Target	March 2012 Target
9. Number of women support group put in place to help women use correctly FP method		56	50		
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(89%)					

Objective	PLANNING FAMILIAL	Program Area	Health			
Program Element						
Standard Indicators			2011 Target	2011 Results	2012 Target	

10. Couple Year Protection (CYP) provided through contraceptive sales	72,500	99,043		
Deviation Type: (required if 10% above or below target)				
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)				
(137%) This indicator is related to our sales data for FP products, male and female condoms, which were better this year according to our projection for all of our products but the male condoms.				

Objective	CHILD SURVIVAL	Program Area	Health			
Program Element						
Standard Indicators			2011 Target	2011 Results	2012 Target	
11. Number of branded ORS product units sold			800,000	149,280		
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(18%)In the immediate aftermath of the cholera epidemic in October 2010 with USAID ‘s consent PSI distributed a good quantity of its stock of Sel lavi to the Ministry of Health in order to respond to the emergency. The demand has also greatly increased for that product resulting in a stock out of remaining stock within 2 weeks (a stock which normally would last 3-4 months under non-emergency conditions). The extraordinary nature of the cholera emergency led to an unforeseen stockout, however new quantities have arrived as from October 2011. PSI notes that after the cholera epidemic millions of free ORS were been distributed for free and has continued outreach activities in support.						

Objective	CHILD SURVIVAL	Program Area	Health
Program Element			

Standard Indicators		2011 Target	2011 Results	2012 Target	
12. Number of branded clean water product units sold		75,000	52,128		
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(69%) Following an analysis of the market and distribution network as well as in response to the changing context post-earthquake and cholera epidemic, PSI recommended to USAID that it transition away from a chloride solution to a tablet presentation for Dlo Lavi. PSI made the recommendation in February of 2011 and presented a formal plan for transition in June of 2011, however approval was not given to proceed with the recommendation until October of 2011. In the interim, the liquid chlorine formulation in country was found to have a quality issue and in light of the potential problems associated with the product and PSI recommendation for transition, procurement of Dlo Lavi was suspended in accord with USAID.					
Objective	CHILD SURVIVAL	Program Area	Health		
Program Element					
Standard Indicators		2011 Target	2011 Results	2012 Target	
13. Number of people trained for SWS		383	500		
Deviation Type: (required if 10% above or below target)					
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)					
(130%) PSI and Partners had more training sessions than scheduled because the project lost so many peer educators from its network after the cholera epidemic for many reasons; but the more consistent is the fact that other partners involved in the cholera epidemic response which need more people for their activities recuperated our trained personnel based on proposed salaries. Therefore we had to replace them. Our peers for FP are also trained for Child survivor.					

Objective	CHILD SURVIVAL	Program Area	Health
Program Element			

Standard Indicators	2011 Target	2011 Results	2012 Target	
14. Number of people receiving information about safe water through IPC	265,400	237,378		
Deviation Type: (required if 10% above or below target)				
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)				
(90%)				

Objective	CHILD SURVIVAL	Program Area	Health				
Program Element							
Standard Indicators			2011 Target	2011 Results	2012 Target		
15. Number of women support group put in place to help support safe water (the use of ORS and Dlo lavi) to treat and avoid diarrhea			56	50			
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(89%)							

Objective	SOCIAL MARKETING	Program Area	Health
Program Element			

Standard Indicators	2011 Target	2011 Results	2012 Target	
16. Number of new sales point delivering MS products	108	140		
Deviation Type: (required if 10% above or below target)				
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)				
(130%) PSI while revamping its sale network put the focus on increasing the number of wholesalers which are the backbone of the new sales strategy. The opportunity to have more partners than expected has presented and PSI seize it. PSI by doing so comfortably increases its national coverage for all its products.				

Objective	SOCIAL MARKETING	Program Area	Health			
Program Element						
Standard Indicators			2011 Target	2011 Results	2012 Target	
17. Number of special events/mass activities conducted			400	604		
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(151%) Among those mass activities most of them were related to Child Survival and Hygiene. PSI had such an increase in that area because of the cholera epidemic and to support the MOH/DPSPE strategy to educate and inform people about the newly disease cholera.						

Objective	SOCIAL MARKETING	Program Area	Health			
Program Element						
Standard Indicators			2011 Target	2011 Results	2012 Target	
18. Number of people reach through mass sensitization activities			360,000	365,540		
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(101%) Among those people reached most of them were related to Child Survival and Hygiene. PSI has such an increase in that area because of the cholera epidemic and to support the MOH/DPSPE strategy to educate and inform people about cholera.						

Objective	SOCIAL MARKETING	Program Area	Health				
Program Element							
Standard Indicators			2011 Target	2011 Results	2012 Target		
19. Number of promotional activities realized for our branded products			600	514			
Deviation Type: (required if 10% above or below target)							
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)							
(85.6%) PSI has to renew its sale agent’s team to ameliorate the sale performance; we had a period with few promotional activities while the new team was being trained.							

Objective	SOCIAL MARKETING	Program Area	Health			
Program Element						
Standard Indicators			2011 Target	2011 Results	2012 Target	
20. Number of persons reached through the promotional activities for our branded products			400,000	226,032		
Deviation Type: (required if 10% above or below target)						
Explanation: (If results are 10% below or above target, an explanation is required. Max. 1000 characters.)						
(56.5%) This indicator is related to the previous one since we had few promotional activities; few people were also reached for the same reason enumerated below.						